



KSHB-TV

# ORDER

Flight Dates **08/07/12-08/13/12**

Contract / Revision **306887 / 380-Candidate**

Original Date / Revision  
08/02/12 08/03/12

Advertiser **Hensley / Democrat / Congr**  
**1322 G Street SE**  
**Washington, DC 20003**

Agency **Hamburger Company**

Buying Contact  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Product  
Agency Com 15%  
Billing Contact

Sales Office EWSDC  
Sales Region NAT  
Agency Ref 2

Order Sep 00:30:00  
Estimate # **1573-Hensley for Congress 8/7**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 36% Market Value 24236

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	64%	15511
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	12	\$7,416.25	\$8,725.00	0.00	07/30/12	08/13/12	12	\$7,416.25	\$8,725.00
Totals	12	\$7,416.25	\$8,725.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/13/12	08/13/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-----	:30	1	\$375.00	P-2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1			\$375.00		0.00			
N 2	KSHB	08/07/12	08/12/12	OLY M-F 6a-9a M-F 6a-9a	CM	6a-9a	--WTF--	:30	4	\$700.00	P-2	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		4			\$700.00		0.00			
N 3	KSHB	08/13/12	08/13/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1			\$450.00		0.00			



KSHB-TV

Print Date: 08/03/12

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Hiatus Dates

Original Date / Revision   08/02/12/   08/03/12

Order Sep   00:30:00

Advertiser   **Hensley / Democrat / Cong**   Product **380-Candidate**

Estimate #   **1573-Hensley for Congress 8/**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	08/08/12	08/10/12	Oly Daytime	CM	Oly M-F Daytime	--111--	:30	3	\$900.00	FX	0.00	NM	4	\$3,600.00	
				Oly Daytime M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--211--					4	\$900.00		0.00				
N 5	KSHB	08/11/12	08/12/12	M-F 5-630p Sa-Su 5-6p	CM	Sa-Su 5-630p	-----11	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00	
				Oly Sa-Su 5-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----11					2	\$750.00		0.00				
Totals														12	\$8,725.00	